



Downtown Muskegon Business Improvement District

Meeting Agenda

Nov. 25, 2019

8 a.m.

Muskegon City Hall
933 Terrace, Muskegon, MI
Room 103

- 1) Call to Order
- 2) Selection of new chair and vice chair
- 3) Consent Agenda
 - a) Approval of Agenda
 - b) Approval of Minutes from the meeting June 28, 2019 (special)
 - c) Approval of Minutes from May 28, 2019
- 4) Public Comment (on an agenda item)
- 5) New Business
 - a) Acceptance of financial statements as of Aug. 31, 2019 and review financial position
 - b) Nominations for two open positions on the downtown BID board
 - c) Letter of Intent to transfer BID staff from DMN to DDA through 2020
 - d) Review of 2019-2020 winter snow removal agreements
 - e) BID 2020 budget and work plan
 - f) Marketing and events update
 - g) Discussion of future of BID after 2020/staff presentation
- 6) Other Business
 - a) Downtown update
 - b) Set a meeting schedule for 2020
- 7) Adjournment

To: Downtown BID board

From: Dave Alexander, Muskegon business development manager

Re: BID agenda items for Monday Nov. 25, 2019

Date: 11-20-19

This special meeting is your last of 2019. You have plenty to decide and to contemplate going into 2020. Remember we are now meeting in Room 103 at city hall, across from the commission chambers. **Muskegon City Hall, Room 103, 933 Terrace, Muskegon, MI 49440 starting at 8 a.m.**

Here are my thoughts on the agenda items:

Chair/vice chair: You need to replace Doug Pollock and Gary Post as chair and vice chair. The chair will then run the rest of the meeting and I will assist.

Financial: I have the financial report for the BID as of Oct. 31. It shows a cash reserve of \$135,788. Bills that aren't paid include \$21,000 for the DPW summer landscaping services, \$5,000 final payment for the community Christmas Tree in Hackley Park, \$9,000 for downtown Christmas decorations this season, a \$12,500 administrative payment, \$2,500 to support Holidays in the City and about \$20,500 winter snow removal for a month and a half at the end of the year. The expected expenditures would leave a fund balance of approximately \$45,500. The BID was at about \$53,000 fund balance at the end of 2018.

Two nominees: You also need to, if you choose, provide two names to the Muskegon City Commission to replace Doug and Gary. I have discussed this with city staff and with several of you. I would suggest Revel's Andy Maciejewski, the former DMN board chair, and Chris Benedict of Great Lakes Development Group. They bring a younger demographic to downtown leadership. I have spoken to both, who have agreed to serve. The decision is the board's to nominate or not but the final decision on appointment will be with the City Commission. Any nominee would need to be a BID property owner or business owner in a BID property. I've included in your packet our current lineup and 2019 attendance.

BID-DDA letter: Please find the Letter of Understanding between DMN and the BID for staff services through 2020. The updated letter in your packet transfers the work and the \$25,000 annual payment to the DDA and city staff.

Winter snow removal: I have put in your packets the agreements in place for downtown snow removal for this coming winter with the city DPW for sidewalks and Summit for parking lots. An additional \$2,400 would be spent on Midtown parking lot snow removal at 1144 Third, the old auto dealer lot used by the district. The BID has a status quo plan for this winter just like last winter when the BID spent \$68,414 on winter snow removal (including snow trucking and salting by Summit) which is \$6,586 less than the \$75,000 budgeted. I have contracted with TerraScape for Midtown snow removal at the same price as last year but included salting.

2020 budget and work plan: Please find a proposed, status quo budget and work plan for the final year of the current BID in your packet.

Marketing and events: The \$15,500 marketing, promotion and events is over spent \$5,281 but is covered by the under spending in snow removal. I am very happy with the efforts such as print ads, Livability, billboards, radio remote along with the standard tri-fold maps, tear-off maps, website and social media among others. My strategy has been to partner on various marketing buys that support the BID, its businesses and its property owners/investors such as the radio, billboard and Livability in which we picked up a portion of the cost for advertising outlet we could never have afforded on our own. As for Livability, I have put a proposal in your packet for 2020 going from a city/BID/DDA effort for a four-page pull out ad in as the back cover of the magazine to a two-page brand story. I would see us spending less than the \$5,000 we did last year, maybe just half of that as we split the cost with the city of Muskegon. Year two would be out of next year's marketing budget of the BID. Without a quorum in September, I went ahead with this buy after reporting it to those that attended. I will provide you with a Holidays in the City tear off promotional sheet. Please join us 5-7 p.m. in Hackley Park at the Small Business Saturday kick off of Holidays in the City Saturday Nov. 30. Tree lighting at approximately 6 p.m.

Future of the BID: Staff will give a presentation at the meeting.

Downtown report: My latest report to the DDA is in your packet.

2020 meetings: You will need to decide how often and when to meet in 2020.

Downtown Muskegon Business Improvement District

Meeting Minutes

May 28, 2019

380 Western Ave., Suite 202 Muskegon, MI at 4 PM

1) Call to Order: 4:01 PM

Attendance: Bob Tarrant, Gary Post (Vice Chairman), John Riegler, Bruce Lindstrom and Frank Peterson

Excused Absent(s): Doug Pollock (Chairman), Phyllis Watson-Laudermill, and Mike Hennessy.

Guests: Dave Alexander, Downtown Muskegon Now director, Muskegon DPW director Leo Evans, and Dennis Lohman.

2) Consent Agenda

Approval of Agenda; Minutes from the meeting Nov. 27, 2018; acceptance of financial statements as of April 30, 2019 and review financial position; formal vote on 2019 landscaping LOU with city DPW from March 26; and formal vote on 2019 planter agreement with Barry's Flowers from March 26.

Motion: Frank Peterson

Support: Bruce Lindstrom

Vote: All voted in favor

3) Public Comment (on an agenda item) – The board chose to leave the floor open for the whole meeting allowing attendees to participate as they like.

4) New Business

- a) With the new streetscape plans for Midtown – Third Street from Muskegon to Merrill – the city DPW has asked to put that work into the BID summer landscaping agreement with DPW for 2020. The cost would be estimated at \$2,000 more than the BID is currently paying (not to exceed \$21,000) the city for summer landscape services.

Motion to approve the additional landscaping costs of \$2,000 for Midtown in 2020:

Frank Peterson

Support: John Riegler

Vote: All voted in favor

- b) With DMN going out of business and merging with the Downtown Development Authority as of July 1, the board agreed a new Letter of Understanding with the DDA on staffing through the end of 2020 was needed. The \$25,000 annual administrative fee would go to the DDA. Dave Alexander will bring that to the DMN board at a future meeting. Bob Tarrant emphasized it was important in the merger for the BID assessment payers to continue to get their money's worth in services. Communications are important going forward, he said.
- c) With the move to staffing through city staff and the DDA, the board agreed to move its meetings in the future to Muskegon City Hall, 933 Terrace, Muskegon, MI 49440.
- d) The BID board discussed potential replacements of Clyde Whitehouse for the remainder of his term.
- e) A discussion of the future of the BID beyond 2020 brought out the division of opinion on that subject. John Riegler said the BID has served its purpose and should go away as it was opposed by several from day one. The DDA should continue doing the BID's work. Frank Peterson argued that the BID brings a significant amount of value to downtown, just consider the look of downtown in the summer and snow removal in the winter. Gary Post said that there are too many organizations downtown and there should be a consolidation into one, the DDA. If the BID were to be extended beyond 2020, the boundaries and special assessment rates need to reflect "benefit" as the BID found out in a handful of Michigan Tax Tribunal appeals that did not go the BID's way.

5) Other Business

- a) Dave Alexander gave an update on downtown projects.

6) Adjournment

4:40 PM

No Objection

Minutes produced and submitted by Dave Alexander, executive director of Downtown Muskegon Now.

Downtown Muskegon Business Improvement District

Meeting Minutes

Special meeting

June 28, 2019

380 Western Ave., Suite 202 Muskegon, MI at 4 PM

1) Call to Order: 8:01 AM

Attendance: Bob Tarrant, Gary Post (Vice Chairman), Bruce Lindstrom, Doug Pollock (Chairman), Phyllis Watson-Laudermill, Frank Peterson and Mike Hennessy (

Excused Absent(s): John Riegler.

Guests: Dave Alexander, Downtown Muskegon Now director,

2) Public Comment (on an agenda item) – The board chose to leave the floor open for the whole meeting allowing attendees to participate as they like.

3) New Business

- a) The Downtown Muskegon Development Corp., owners of the parking lots along Morris Avenue from First to Second streets, has put together a plan to repave the parking lot used as free public parking downtown that is maintained during the winter by the BID. In a three way split of the \$60,000 cost of the paving project, DMDC proposes the BID pays \$20,000, the Downtown Development Authority pays \$20,000 and the DMDC pays \$20,000. The contract with Ravenna Sealcoating is being handled by the DMDC. The DMDC and the DDA have already approved the cost share. A Letter of Understanding among the three parties on how costs would be accounted if the parking lot is used for development prior to the end of the seven-year anticipated life span of the repaving. If the parking lots are developed before the end of the seventh year, the three parties agree to an accelerated depreciation schedule to determine the amount owed the BID and DDA. The \$20,000 comes from BID fund balance.

Motion to approve the \$20,000 parking lot expenditure and letter of understanding:

Frank Peterson

Support: Bruce Lindstrom

Vote: All voted in favor

- b) The BID board discussed the board opening with the resignation of Clyde Whitehouse. Board members will suggest a potential new member to Chairman

Doug Pollock and a recommendation will be forwarded to the Muskegon City Commission for appointment.

4) Other Business

- a) The BID board discussed its next meetings through the end of 2019. The board members found a Friday at 8 a.m. to be a better meeting day and time. The BID board meetings in the chamber would be moved to Muskegon City Hall as DMN goes out of business and the city DDA will eventually take over staffing the BID. The next two meetings will be Sept. 27 and Oct. 25, both at 8 a.m., at Muskegon City Hall, 933 Terrace, Muskegon, MI 49440.

5) Adjournment

8:27 AM

No Objection

Minutes produced and submitted by Dave Alexander, executive director of Downtown Muskegon Now.

11/20/2019 10:13 AM
User: beth.lewis
DB: Muskegon

GL ACTIVITY REPORT FOR CITY OF MUSKEGON
FROM 297-70803-5201 TO 297-70803-5352
TRANSACTIONS FROM 01/01/2019 TO 10/31/2019

Page: 1/1

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 297 DOWNTOWN MUSKEGON BID							
01/01/2019			297-70803-5201 OFFICE SUPPLIES		BEG. BALANCE		0.00
05/20/2019	AP	INV	MISC ONLINE VENDOR	05/05/2019	246.18		246.18
			AMZN MKTP US MN7T19FB1 AM - sidewalk				
05/20/2019	AP	INV	MISC ONLINE VENDOR	05/13/2019	246.18		492.36
			AMZN MktP US MN9J68JT2 - sidewalk ch				
07/01/2019			2019-20 Fiscal Year Begin				0.00
10/31/2019			297-70803-5201	END BALANCE			0.00
			Cumulative Net Debits and Credits:		492.36	0.00	492.36
01/01/2019			297-70803-5346 CONTRACTUAL SERVICES		BEG. BALANCE		58,185.00
01/09/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	35005	225.00		58,410.00
			JAN 2019 SHOVELING INSTALLMENT				
01/09/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	35006	1,110.00		59,520.00
			SNOW PLOWING INSTALLMENT				
01/23/2019	AP	INV	TERRASCAPE ARCHITECTS INC	1805	1,200.00		60,720.00
			SNOWPLOWING 1144 THIRD ST				
02/06/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	35603	2,080.00		62,800.00
			JANUARY SALTING WITH LIQUID				
02/21/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	34837	1,280.00		64,080.00
			SALTING NOV 2018				
02/21/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	35744	225.00		64,305.00
			FEB 2019 SEASONAL SHOVELING				
02/21/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	35745	1,110.00		65,415.00
			SEASONAL SNOW PLOWING FEB 2019				
04/10/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	36663	960.00		66,375.00
			SALTING MARCH 2019				
04/10/2019	AP	INV	DOWNTOWN MUSKEGON NOW	2237	6,703.28		73,078.28
			REIMBURSEMENT FOR INS, EVENTS, MARKE				
04/30/2019	GJ	JE	TO MOVE BID MONEY TO THE GF FOR WINT	5041	48,500.00		121,578.28
05/09/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	36364	4,314.30		125,892.58
			SALTING FOR FEBRUARY				
05/09/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	34996	480.00		126,372.58
			SALTING DECEMBER 2018				
05/09/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	36386	1,110.00		127,482.58
			SEASONAL SHOVELING MARCH 2019				
05/09/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	36385	225.00		127,707.58
			SEASONAL SHOVELING MARCH 2019				
06/12/2019	AP	INV	BARRY'S FLOWER SHOP	6/6STMT	9,550.00		137,257.58
			BID SUMMER FLOWER PLANTERS AGREEMENT				
06/12/2019	AP	INV	BARRY'S FLOWER SHOP	6/6STMT	1,000.00		138,257.58
			BID SUMMER FLOWER PLANTERS AGREEMENT				
06/12/2019	AP	INV	BARRY'S FLOWER SHOP	6/6STMT	400.00		138,657.58
			BID SUMMER FLOWER PLANTERS AGREEMENT				
06/30/2019	AP	INV	DOWNTOWN MUSKEGON NOW	2238	12,500.00		151,157.58
			STAFFING SERVICES FOR BID JAN-JUNE 2				
06/30/2019	AP	INV	DOWNTOWN MUSKEGON NOW	2239	4,245.25		155,402.83
			INSURANCE, EVENTS, MARKETING WESITE				
06/30/2019	AP	INV	BARRY'S FLOWER SHOP	63019	1,300.00		156,702.83
			DOWNTOWN PLANTER MAINT AND REPLANTIN				
07/01/2019			2019-20 Fiscal Year Begin				0.00
08/26/2019	AP	INV	MISC CREDIT CARD VENDOR	08/14/2019	50.00		50.00
			WOWIE HOSTING - monthly Downtown Mkg				
09/09/2019	AP	INV	HOME DEPOT	08/29/2019	25.42		75.42
			Home Depot- BID budget/DMDC lot weed				
09/09/2019	AP	INV	MISC CREDIT CARD VENDOR	08/21/2019	50.00		125.42
			WOWIE HOSTING- Downtown Mkg website				
09/18/2019	AP	INV	DOWNTOWN MUSKEGON DEVELOPMENT CO.	1006	20,000.00		20,125.42
			BID SHARE OF PARKING LOT IMP. MORRIS				
10/07/2019	AP	INV	MISC CREDIT CARD VENDOR	09/21/2019	50.00		20,175.42
			WOWIE HOSTING- Downtown Mkg monthly				
10/16/2019	AP	INV	MUSKEGON COUNTY CONVENTION &	1916	1,500.00		21,675.42
			DDA PROMOTION/MARKETING ON WOOD RADI				
10/31/2019			297-70803-5346	END BALANCE			21,675.42
			Cumulative Net Debits and Credits:		120,193.25	0.00	120,193.25
01/01/2019			297-70803-5352 PUBLIC RELATIONS		BEG. BALANCE		7,042.49
01/14/2019	AP	INV	MISC CREDIT CARD VENDOR	01/04/2019	5,000.00		12,042.49
			JOURNAL COMMUNICATIONS - LIVABILITY				
07/01/2019			2019-20 Fiscal Year Begin				0.00
08/07/2019	AP	INV	MUSKEGON LAKESHORE CHAMBER OF COMM	77424	333.00		333.00
			SHARING COST OF ADVERTISING DOWNTOWN				
10/31/2019			297-70803-5352	END BALANCE			333.00
			Cumulative Net Debits and Credits:		5,333.00	0.00	5,333.00

ACCOUNT BALANCE REPORT FOR CITY OF MUSKEGON
PERIOD ENDING 10/31/2019

GL NUMBER	DESCRIPTION	2019-20 AMENDED BUDGET	BEG. BALANCE 07/01/2019	ACTIVITY FOR MONTH 10/31/2019	YEAR-TO-DATE THRU 10/31/19	END BALANCE 10/31/2019
Fund 297 - DOWNTOWN MUSKEGON BID						
Assets						
297-00000-1101	CASH IN BANK		155,838.82	(1,550.00)	(39,416.98)	116,421.84
297-00000-1251	ACCOUNTS RECEIVABLE		0.00	0.00	0.00	0.00
297-00000-1271	SPECIAL ASSESSMENT RECEIVABLE		0.00	0.00	0.00	0.00
TOTAL ASSETS						
			155,838.82	(1,550.00)	(39,416.98)	116,421.84
Liabilities						
297-00000-2100	ACCOUNTS PAYABLE		18,045.25	0.00	(18,045.25)	0.00
TOTAL LIABILITIES						
			18,045.25	0.00	(18,045.25)	0.00
Fund Equity						
297-00000-3400	FUND BALANCE UNRESERVED		135,788.75	0.00	0.00	135,788.75
TOTAL FUND EQUITY						
			135,788.75	0.00	0.00	135,788.75
Revenues						
297-00000-4161	SPECIAL ASSESSMENTS	0.00		0.00	464.40	464.40
297-00000-4805	CONTRIBUTIONS	0.00		0.00	0.00	0.00
297-00000-4901	OP. TRANS FROM GENERAL FUND	0.00		0.00	0.00	0.00
297-00000-4970	INTEREST INCOME	0.00		0.00	172.29	172.29
TOTAL REVENUES						
		0.00		0.00	636.69	636.69
Expenditures						
297-00000-5300	BUDGETED CONTRACTUAL SERVICES	0.00		0.00	0.00	0.00
297-70803-5201	OFFICE SUPPLIES	0.00		0.00	0.00	0.00
297-70803-5207	POSTAGE	0.00		0.00	0.00	0.00
297-70803-5346	CONTRACTUAL SERVICES	0.00		1,550.00	21,675.42	21,675.42
297-70803-5352	PUBLIC RELATIONS	0.00		0.00	333.00	333.00
TOTAL EXPENDITURES						
		0.00		1,550.00	22,008.42	22,008.42

BUSINESS IMPROVEMENT DISTRICT

PURPOSE

Establish a Downtown Muskegon Business Improvement District, designating the boundaries of the BID, and establishing the Downtown Muskegon Business Improvement District Board.

MECHANICS

ENABLING LAW: Michigan Act 120 of 1961 as amended through 2003
APPOINTED BY: City Commission
MEETING: Every other month, fourth Tuesday, 4 p.m. at the Hines Building, 380 W. Western, Muskegon, MI 49440 in the chamber training room.
TERM: 3 Years

COMPOSITION

<u>TYPE</u>	<u>DESCRIPTION</u>
A	Assessed property owners or their representatives.
B	City management representative by statute.

CURRENT MEMBERS

(Staff Liaison – Frank Peterson)

<u>TYPE</u>	<u>NAME</u>	<u>TERM EXP.</u>
A	Mike Hennessey	12/31/2020
A	Bruce Lindstrom	12/31/2019
A	Kathy Dennison	12/31/2021
A	Doug Pollock*	12/31/2020
A	Gary Post	12/31/2021
A	Bob Tarrant	12/31/2019
A	John Riegler	12/31/2021
A	Phyllis Loudermill	12/31/2020
B	Frank Peterson	Manager

(* Chairperson)

Business Improvement District

ATTENDANCE

P-Present / A-Absent / E-Excused / Q-Mtg Cancel Lack of Quorum / C-Canceled

Meeting Date	Hennessey	Lindstrom	White house	Pollock	Post	Tarrant	Riegler	Loudermill	Peterson
3/26	A	E	P	P	P	E	E	A	P
5/28	A	P		E	P	P	P	A	P
6/28 (special)	P	P		P	P	P	E	P	P
9/27	A/Q	A/Q		P/Q	P/Q	P/Q	P/Q	A/Q	A/Q
Total Attended	1	2	1	3	4	3	2	1	3
	2 consecutive unexcused absences					Not on Board			
	2 or more consecutive no-shows (Excused or absent)				W	Weather Cancellation			

Letter of Understanding between Muskegon Downtown Development Authority

and the Muskegon Business Improvement District

- The Muskegon Downtown Development Authority (DDA) is a city of Muskegon tax increment finance district designed to support downtown Muskegon. It took over the work of Downtown Muskegon Now (DMN) on July 1, 2019. DMN had a 2018-2020 Letter of Understanding with the Muskegon Business Improvement District (BID) that has been terminated.
- The Muskegon Business Improvement District (BID) was established by the city of Muskegon in 2015 as a self-assessment district providing services and improvements in the downtown area. **The BID was renewed for three years at the end of 2017 by the Muskegon City Commission.**
- Since Jan. 19, 2016, the BID Board of Directors selected DMN to provide staff services, which continued through July 1, 2019.
- With the three-year extension of the BID, DMN was to receive \$25,000 annually for 2018, 2019 and 2020 from the BID for administrative services. DMN collected its administrative fee for 2018 and half of it in 2019. **The DDA and city of Muskegon staff will step into the DMN position to provide staff services to the BID. DDA will receive \$12,500 for the second half of 2019 and \$25,000 for 2020.**
- The DDA Board with the help city of Muskegon staff **will carry out the 2018-2020 BID budgets as part of the three-year renewal process.** The BID board can establish specific expenditures of BID funds through the annual budget process, with the DDA board providing oversight of the BID's marketing, events and promotions line items.
- City staff will expend the funds and report at least quarterly to the BID board on the work completed. The DDA will provide semi-annual reports to the BID and downtown community.
- Over the next year and a half, the BID Board in conjunction with city staff will work on expanding the BID services beyond West Western Avenue and having the BID Board provide the Muskegon City Commission with a recommendation for the BID beyond 2020.
- This letter of understanding is for the **2018-2020 BID** as approved by the Muskegon City Commission and may be terminated with 60 days' notice by either party.

Approved by the Muskegon Downtown Development Authority board **Oct. 8, 2019**

Signed:

Martha Bottomley

DDA chair

Approved by the Business Improvement District board **Sept. 27, 2019**

Signed:

BID chair

Letter of Understanding between Downtown Muskegon Now and the
Muskegon Business Improvement District

- Downtown Muskegon Now (DMN) is a non-profit corporation focused on economic development, marketing and events in downtown Muskegon, Mich.
- The Muskegon Business Improvement District (BID) was established by the city of Muskegon in 2015 as a self-assessment district providing services and improvements in the downtown area. On Jan. 12, 2016, the Muskegon City Commission unanimously approved the final district property assessments to launch the BID. **The BID was renewed for three years at the end of 2017 by the commission.**
- At its Jan. 19, 2016 meeting, the BID Board of Directors selected DMN to provide staff services to the district and renewed that arrangement in January 2017. For the past two years, DMN has administer the operations of the BID and has been the liaison to the city of Muskegon and its staff.
- With the three-year extension of the BID, **DMN will received \$25,000 annually for 2018, 2019 and 2020 from the BID for administrative services.**
- The BID Board with the help of DMN staff **established the 2018-2020 budgets as part of the BID renewal process**, which DMN will carry out on behalf of the BID Board. The BID board can establish specific expenditures of BID funds through the annual budget process, with the DMN board providing oversight of the BID's marketing, events and promotions line items.
- DMN staff will expend the funds and report at least quarterly to the BID board on the work completed. DMN will provide an annual report to the BID and downtown community each January.
- Over the next three years, the BID Board in conjunction with DMN staff will work on expanding the BID services beyond West Western Avenue.
- This letter of understanding is for the **2018-2020 BID** as approved by the Muskegon City Commission and may be terminated with 60 days' notice from either party.


Approved by the Downtown Muskegon Now board **Feb. 8, 2018**

Signed: 

Andy Maciejewski

DMN president

Approved by the Business Improvement District board **Jan. 23, 2018**

Signed: 

Doug Pollock

BID chairman

Letter of Understanding

City of Muskegon DPW and Muskegon downtown Business Improvement District

This is a Letter of Understanding between the Muskegon downtown Business Improvement District (BID) and city of Muskegon Department of Public Works (city) concerning the snowplowing of downtown sidewalks for the winter seasons from Nov. 15, 2017 to April 15, 2020. City and BID officials will work together to provide superior snow removal services the most efficient, cost-effective way.

For each snow season Nov. 15 to April 15, the BID will pay the city a total of \$48,750 (\$9,750 per month) as a retainer to provide the outlined services below for Monday through Saturday. Sunday sidewalk services for the three years will be requested on an "as needed" basis and billed by the city for time and materials.

Monthly costs and invoices will be sent to Downtown Muskegon Now as managers of the BID and paid by the city Finance Department with BID funds to the DPW. Muskegon DPW will provide DMN a monthly accounting of the downtown sidewalk activity and expenses, reports that will be shared with BID board members.

Sidewalk snowplowing, salting (as needed) and snow pile removal (as needed) will be provided by the city when fresh snow accumulations are 2 inches or greater measured at Third Street and West Western Avenue each morning. The goal with overnight snowfalls is to clear the sidewalks by 8 a.m. the next morning starting along Western Avenue, if possible. The goal on Saturdays is to have the sidewalks on the main streets of Western, Clay, Morris and Third cleared by 8 a.m. or as needed. Sidewalk snowplowing services provided by the city on Sundays and holidays will result in higher charges due to overtime and will be triggered by downtown needs. Sidewalk snow clearing is more limited on Saturdays-Sundays and holidays as outlined below.

The area of sidewalk snow removal services is shown on the attached maps.

Sidewalk Snow Removal for weekdays (Monday-Friday map)

- W. Western Ave. between 7th Street and Spring Street
- W. Clay Ave. between 3rd St. and Spring Street.
- Webster Ave from 3rd St. to Pine St.
- Morris St between 3rd St. and Terrace St.
- Apple Avenue from First Street to Jefferson Street.
- Muskegon Avenue from First Street to Pine Street
- 7th Street from W. Western Ave. to W. Clay
- 6th Street from W. Western Ave. to W. Clay Ave.
- 4th Street between W. Western Ave. & W. Clay Ave

- 3rd Street from the parking lot behind the Hume Building (at Morris) to Merrill Ave.
- 2nd Street between Morris Ave & Webster Ave.
- 1st Street between Morris Ave & W. Apple. Ave.
- Jefferson St. between W. Western Ave & Walton Ave.
- Terrace St. between Shoreline Dr. & W. Muskegon Ave.
- Pine St. between W. Western Ave. & W. Muskegon Ave.
- Spring Street between W. Western Ave. and W. Clay Ave.

Sidewalk Street Crossings

- All efforts should be made to keep sidewalk entrances to streets clear

3rd & W. Western Traffic Circle

- The cross walks in the traffic circle at 3rd and Western should also be cleared

Sidewalk snow removal for Saturdays-Sundays and holidays (weekend map)

- W. Western Ave. from Terrace to 7th St., both sides of the street.
- Morris Avenue, Terrace St. to Third St., both sides of the street.
- Clay Ave. from Third St. to Terrace St., both sides of the street.
- Third St. from Morris Ave. to Merrill Ave., both sides of the street.

Sidewalk Street Crossings

- All efforts should be made to keep sidewalk entrances to streets clear

3rd & W. Western Traffic Circle

- The cross walks in the traffic circle at 3rd and Western should also be cleared

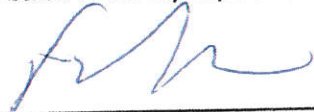
Salting and snow pile removals

- Salting of sidewalks and crosswalk entrances will be done when they are treacherous and weather conditions for salting are favorable.
- Snow pile removal will be done when needed in coordination with piles from street plowing.

City DPW and the BID have the right to review this letter of understanding at the end of each season.

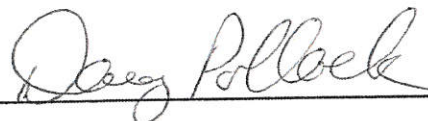
Issues concerning the daily sidewalk snow plowing services will be handled jointly by Dave Alexander, executive director of Downtown Muskegon Now on behalf of the BID or BID board members residing downtown on weekends and holidays and city Public Works Director or a designee.

On behalf of the city Department of Public Works:

 Date: 11.5.17

Frank Peterson, Muskegon city manager

On behalf of the downtown Muskegon Business Improvement District:

 Date: 11/7/17

Doug Pollock, BID board chairman

All Color-coded sidewalks are in need of snow removal

Blue Lines = Sidewalks/crosswalks weekday from 2017-2020

Yellow Lines = Sidewalks/crosswalks weekdays and weekends from 2017-2020

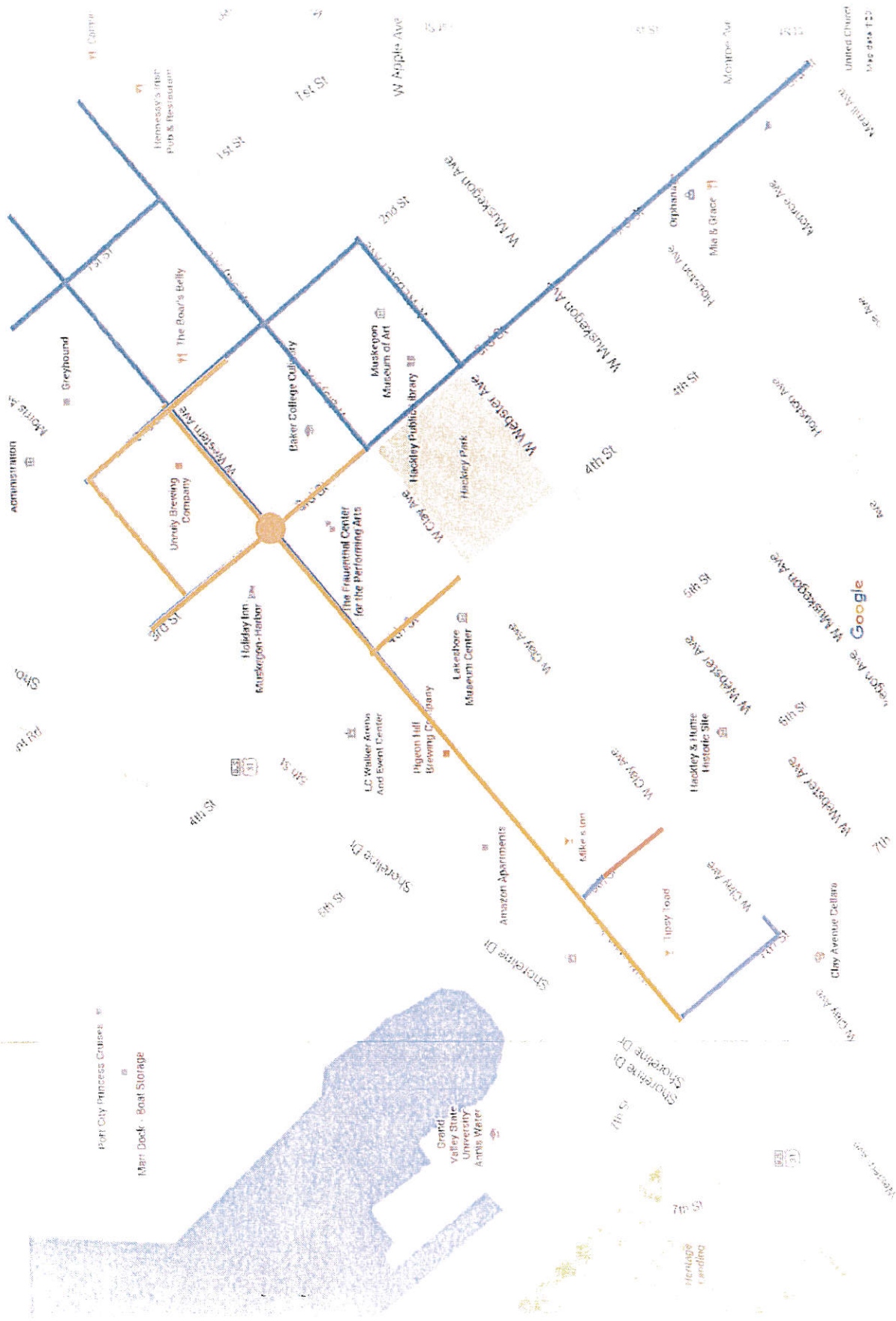
Red Lines = Sidewalks/crosswalks weekdays added for 2017-2020

2" trigger each day

Notes:

- Sidewalk plowing on Third St. between Western and Clay should connect to plowing done by Baker College in front on the CiM
- Crosswalks should be open to the street, and the cross walks within the Traffic Circle at 3rd & Western should also be maintained and kept open.

Please note, the maps have overlap between the two pages - the map is intended to be a reference tool.



Port City Princess Cruises

Mar Dock - Boat Storage

United Church
Map data © 2012

Google



Letter of Understanding

City of Muskegon DPW and Muskegon downtown Business Improvement District

This is an update of the Letter of Understanding between the Muskegon downtown Business Improvement District (BID) and city of Muskegon Department of Public Works (city) concerning the snowplowing of downtown sidewalks for the winter seasons from Nov. 15, 2018 to April 15, 2020. This letter updates the price of the service BID will pay to the city and updates a new sidewalk area to be serviced for the 2018-2019 and 2019- 2020 winter seasons.

For each snow season Nov. 15 to April 15, the BID will pay the city a total of \$50,125 (\$10,025 per month) as a retainer to provide the outlined services below for Monday through Saturday. Sunday sidewalk services for the two years will be requested on an "as needed" basis and billed by the city for time and materials.

Additional Sidewalk Snow Removal for weekdays (see attached map)

- Clay Avenue from 7th Street to 9th Street, south side sidewalk only
- 9th Street from Clay Avenue to Webster Avenue, east side sidewalk only

On behalf of the city Department of Public Works:

 _____ Date: 10.16.18

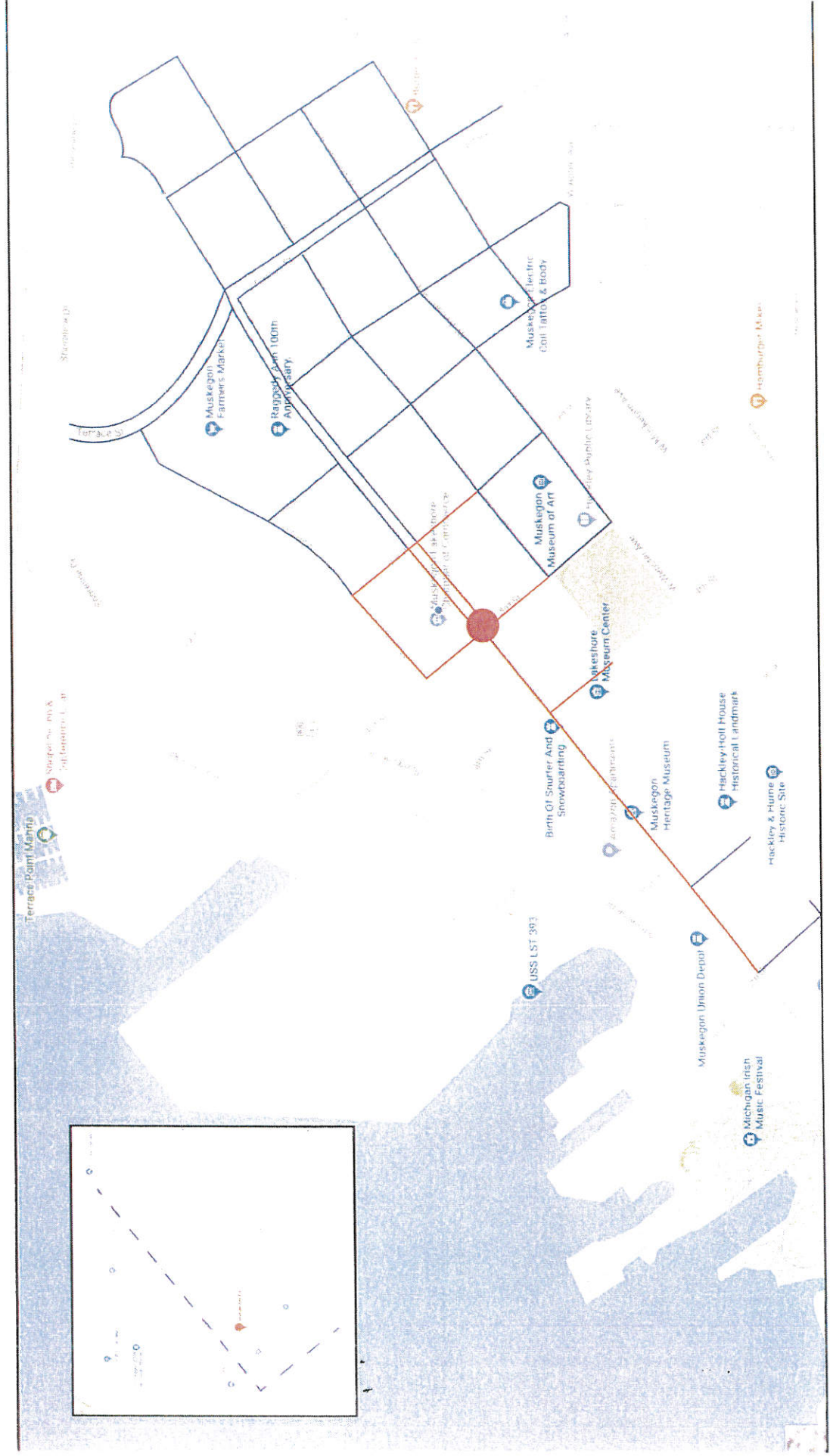
Frank Peterson, Muskegon city manager

On behalf of the downtown Muskegon Business Improvement District:

 _____ Date: 10/16/18

Doug Pollock, BID board chairman

2020 SNOW REMOVAL MAP



Date: November 10, 2017
 To: Dave Alexander
 Company: Downtown Muskegon
 Billing Address: 380 W. Western Ave
 Billing Address:
 City, State, ZIP: Muskegon MI 49440
 Phone: 231-724-3180
 Fax:
 Email: dalexander@downtownmuskegon.org
 Proposal: Snow & Ice Management 2017-20 Season (prices valid for 30 days)
 Includes services drives

Service Site: Same
 Service Address:
 Service Address:
 Service City, State, Zip
 Site Contact:
 Contact Phone:
 Contract Start: 11/15/2017
 Contract End: 4/15/2020

Snow Plowing 2017/2020 Seasons

Snow season dates: November 15, 2017 - April 15, 2020

Snow and Ice Control Services			
Frequency	Description	Rate	Per
Per event services			
1.5"-2"	Snow plowing and Shovel billed in 5 monthly installments of \$1,110 each beginning November 1	\$ 5,550.00	Total Seasonal
1.5"-2"	Shovel walks - billed in 5 monthly installments of \$225 beginning November 1	\$ 1,225.00	Total Seasonal
	Parking lot deicing per event	\$ 160.00	Billed Per event
Services by request			
Client approval	Loader for stacking snow or loading truck	\$ 150.00	Hourly
Client approval	50 yard dump truck for hauling snow	\$ 85.00	Hourly

Snow will be plowed at the discretion of Summit Lawn Care & Snow Plowing, Inc. Customer understands that if snowfalls exceed 5" trucks may only plow throughways then return later to clear lots. We will make every effort to have snow removed before business hours; however, this may not be possible if 2" of snow has not fallen before 4 am. When customer agrees to parking lot deicing as needed, deicing will occur at the discretion of Summit Lawn Care & Snow Plowing, Inc. to designated areas when slippery and/or icy conditions warrant, regardless of snowfall totals. If customer elects to have deicing agents applied at their request, customer understands that the service will occur the next time a truck is in the area. If snow stacking or hauling is necessary, the customer will be notified for approval and will be charged at an hourly rate. If diesel or gas prices go over \$4.50 per gallon we may find it necessary to apply a fuel surcharge. Requests to return to clear entrances after city plows may be counted as a full service visit. Snow clearing during extreme snow events of 8" or more in a 12-hour period may count as multiple visits. Salt prices are based on 2015 pre-purchase prices negotiated by Summit Lawn Care & Snow Plowing with suppliers. In the event an unexpected salt shortage occurs due to extreme weather demands or government salt seizure, customer may be notified regarding price increases. In the event that salt prices decrease, customer may be notified of the price decrease.

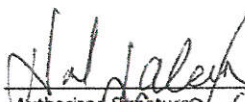
Billing occurs once a month with an option to be billed twice a month. Payment terms are net 30 days. After 30 days a 10% late fee may be imposed. Any additional services will be performed upon the request of the customer. Option for electronic billing is available. Please call our office 231-798-2932 for additional service requests.

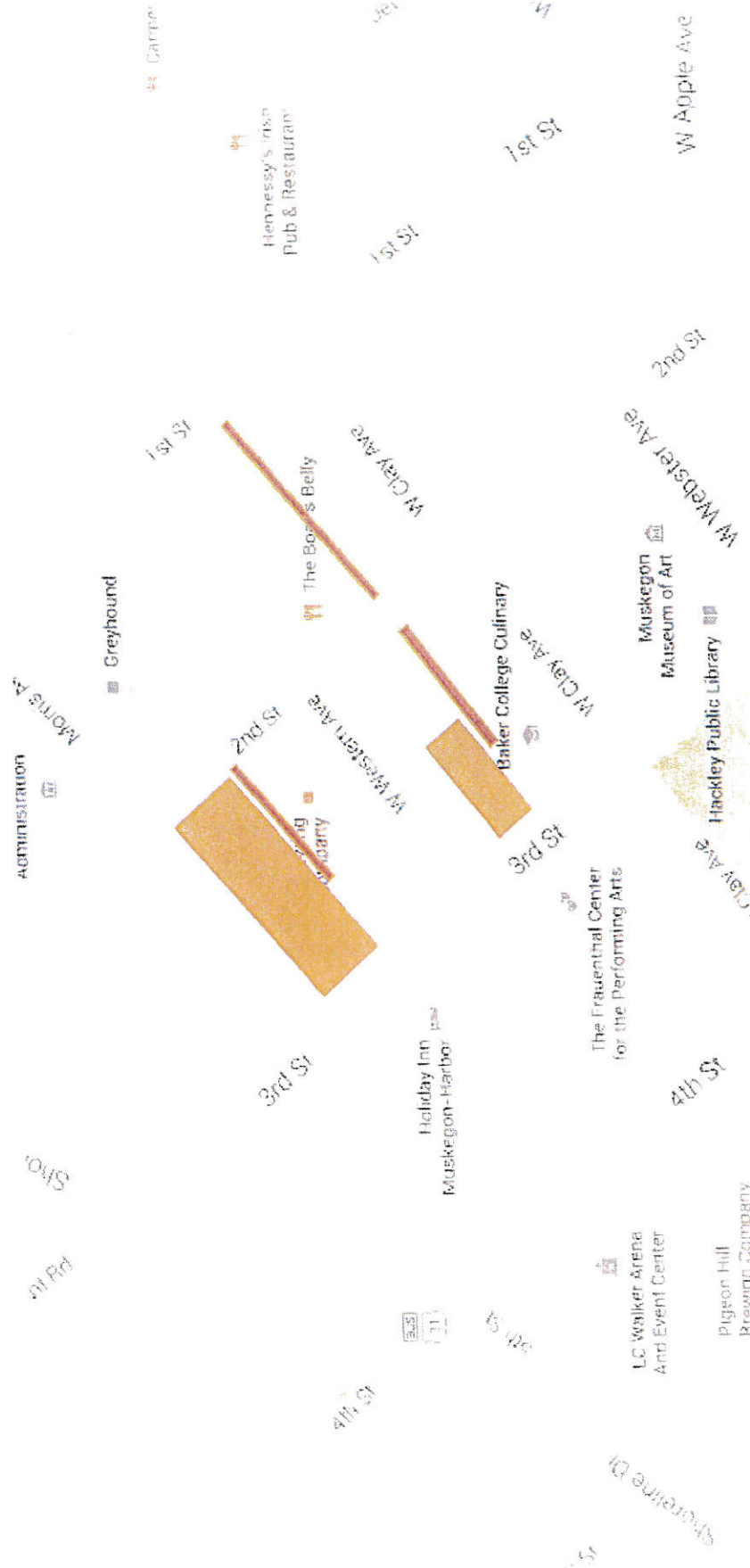
Snow contracts are accepted on a first-come, first-served basis. Availability is limited. A fax copy of the agreement is acceptable.

For multi-year contracts there will be a annual review in which both sides have the opportunity opt out if it is deemed necessary.

Summit Lawn Care & Snow Plowing, Inc.
 A Michigan Company


 Michael B. Weiler, President


 Dave Alexander
 on behalf of the Business Improvement District
 Date: 11-10-17



All Color-coded areas are in need of snow removal

Orange Boxes = Parking Lots
Red Lines = Alley

1.5" trigger

Downtown Muskegon Business Improvement District

2020 Budget Recommendation & Explanation

Date: Nov. 20, 2019

To: Business Improvement District Board

From: Dave Alexander, city business development manager

Budget Recommendation:

This is a proposed fifth-year budget for the Downtown Muskegon Business Improvement District. Based on a two tier assessment where "Class A" Properties pay \$0.08/sf annual and "Class B" Properties pay \$0.04/sf annual the Downtown Muskegon BID can expect to generate \$161,647 during 2020. This revenue amount has been adjusted by a series of Michigan Tax Tribunal decisions in 2018 on assessment appeals.

Proposed 2020 BID budget

2019 BID Estimated Fund Balance	\$45,000
2020 Revenues	\$161,647
2020 Expenditures	
Snow removal	(\$75,000)
Landscaping	(\$30,000)
Marketing, promotion, events	(\$15,500)
Streetscape	(\$13,000)
Administration	(\$25,000)
Contingency	(\$3,147)
Total	(\$161,647)
Estimated Fund Balance Dec. 31, 2020	\$45,000

Budget Note:

The BID Board in 2016 appointed Downtown Muskegon Now as staff and managers of the BID. A Letter of Understanding between the BID and the DMN board was signed, having the budget and general spending categories established by the BID Board and work plans carried out by DMN. The administrative fee of \$25,000 per year was established for 2017. The letter of understanding was extended through 2020 as was the \$25,000 administrative fee.

DMN ended operations as of June 30, 2019. The BID staffing transferred to the Downtown Development Authority and city staff. A transfer of staffing and administrative fee from DMN to DDA has been sent to the BID board.

All unused funds go to cash reserves in fund balance. This is the final year of the current BID assessments. If the BID does not continue, the board will need to determine the use of any remaining funds.

Budget Explanation:

The downtown BID 2020 proposed budget and work plan is a status quo staff recommendation, mirroring the BID efforts of 2018 and 2019.

Snow removal: The BID's largest line item is dedicated to snowplowing and salt application along sidewalks within the BID where the majority of the Class A properties are located along portions of W. Western Ave., Clay Ave., Morris Ave., Terrace St., Jefferson, 1st, 2nd, 3rd, 6th & 7th Streets. Funds will also be used to clear parking areas which are generally used by the public – specifically the two lots between 2nd and 3rd Streets accessed off of Morris Ave. and in the former Mattson Olds parking lot in Midtown. The BID board approved an extension of the sidewalk service for Clay from 7th to 9th streets (southside only) and 9th Street from Clay Avenue to Webster (eastside only).

The BID has signed three-year agreements with Summit Landscaping and Snow Removal for downtown parking lots and alleys, Terrascape Architects for Midtown, and with the city DPW for sidewalks.

Landscaping: The Downtown Muskegon BID in 2017 contracted with city of Muskegon Public Works Department to provide a high level of landscaping service after seeking bids from private contractors. The BID secured a three-year contract to provide these services 2018-2020. Downtown planters are being serviced by Barry's Flowers. Summer Landscaping includes the weeding and fertilization of common areas throughout the BID (grass cutting is done by the city). This line item also includes the planting and maintenance of flower planters throughout the BID (this item could be completed by a different vendor than the one doing the landscaping and clean up). Fall clean-up will consist of removal of leaves from the BID district and preparation of the planting beds for the winter. The BID board significantly increased the landscaping portion of the budget vs. 2016 with the intention of furthering BID landscaping services to Terrace Avenue, Clay Avenue and Pine Street as funds allow.

Marketing, promotion, events: The BID was used to launch the highly successful First Fridays events in the downtown, and in 2018, 2019 and again in 2020 those monthly events are Chalk the Walk in conjunction with the Lakeshore Art Festival, Street Performers in August and Touch the Truck in September. Events have been taken over by the DDA through City Clerk's Office. The BID will continue to support Holidays in the City with staff and marketing. Beyond events, the BID is supporting an updated Downtown Muskegon website, a revised downtown email list, an annual tri-fold downtown map/brochure, direct and indirect advertising among other marketing and promotional activities.

Streetscape: This is a broad spending category that allows the BID Board to improve downtown Muskegon through new holiday decorations, public art projects, banners, directional/informational signs, benches, trash receptacles, sidewalk repairs, new planters, public space maintenance such as Olthoff Stage and Alcoa Square and like expenditures. The 2020 budget includes an additional \$5,000 for the new community Christmas tree. There are no specific plans for 2020 but a suggestion would be further Christmas decorations or support downtown musical instrument public art project.

Administration: Downtown Muskegon Now provided the staff support to design and establish the Downtown Muskegon Improvement District in 2015 and 2016. As promised to the Muskegon City Commission for 2016, there was no BID funds expended for "salaries and benefits" –

administrative costs. The BID requires staff time and effort. Going forward DMN needs to be compensated for its time and effort. Thus, administrative line-item in the 2020 budget continues but has transferred to the DDA.

Contingency: The 2020 BID budget has \$3,147 in unbudgeted revenues. This contingency fund is in addition to the carry-over fund balance from 2019.

To: DDA board members

From: Dave Alexander, city business development manager

Re: November development/events report

Date: 11-11-19

Here are some of the activities and issues I have been involved with since your last meeting:

880 First: City economic developers meet with the Ferguson Development/Scott group to discuss 880 First's redevelopment and how it can be a lead branding focus for all of Clay Avenue, which would complement Midtown, Pine Street and Western Waterfront as unique areas of downtown.

Western Market/retail: Several conversations have focused on the need for small, affordable retail spaces. The city, chamber and DMDC have been involved. Western Market site development is one option but that would likely be done in phases with no disruption to market operations for 2020.

Third Street Dock: The city, DDA, chamber and MAF are working on a concept for the Third Street Dock in anticipation of a city property swap with Sand Products for Fisherman's Landing. One big need will be a second, larger cruise ship dock among other mixed uses with strong public access to the waterfront. The property between Shoreline Inn and the Mart Dock is a critical extension of Third Street from Midtown through Western Avenue and linking downtown to waterfront and waterfront to downtown. Work on the concept will continue into 2020.

DEI: Diversity, Equity and Inclusion are topics on everyone's mind and in their action plans. Downtown is no different. I spoke to a DEI group at MCC, attended a GR chamber conference on the topic and encourage all of you to join me at community foundation events Wednesday evening and Thursday morning. I hope to bring some specific action plans and programs to you in 2020 addressing DEI.

Bike course: Representatives of the Muskegon County Bicycle Coalition meet with me on a concept of a downtown off-road course on either private or public property. I will report on how this effort progresses.

Milwaukee trip: I visited Milwaukee and its port for two days along with city staff and the chamber president. Milwaukee and Muskegon are tied together with the Lake Express. Areas for cooperation and collaboration include tourism promotions, waterfront redevelopment, environmental cleanup, traditional port activities and other areas of common interest.

Michigan Downtown Association/Holland: The annual fall conference was in the Holland Civic Center. The programing got me focused on a living downtown survey, retail demographics and

retail recruitment for 2020. My observations of Holland are simple ... they have an incredible downtown retail district any town would be envious of but their civic center and farmers market are a mere shadow of our market and coming convention center. And when it comes to waterfront and Muskegon Lake, Holland is not even in the same league as Muskegon.

Social Districts: The concept of having state enabling legislation to allow communities the option of “walking a beer down Main Street” continues to be worked on by legislators behind the scenes. We are waiting for a specific bill to be introduced. State Rep. Sabo and Sen. Bumsted are both supportive of the concept.

Gary Post: Gary will be transitioning out of his active role in downtown development and leadership. As he contemplates a full retirement, Gary’s company Port City Construction is going through a transition. He has his Russell Block buildings quietly up for sale but will remain a downtown resident and major promoter. Gary has resigned from the Downtown Business Improvement Board and Downtown Condo Association. Gary is a pioneer in downtown Muskegon redevelopment with activities of his construction company, development of Heritage Square and the Russell Block when no one else would take a risk on the post mall downtown. Join me in honoring Gary, thanking him for his contributions and wishing him well in the next chapter of his career.

Annual downtown meeting: My plans are to again in the third week of January have a downtown annual meeting at The Block to review 2019 and look forward to the new year.

Downtown Events: The events for downtown is winding down for the year. I believe the coordination of downtown events through City Clerk Ann Meisch and event coordinator Ryan Cummins has been a smashing success. I look forward to more creativity and innovation with event production next year.

Halloween: The annual Halloween event at the Farmers Market/Western Market on Oct. 19 was a huge draw. More than 1,000 children participated in the activities with double or triple that when counting caregivers, parents and grandparents.

Holidays in the City: The downtown Christmas holiday event is becoming bigger and better every year. Again, it goes from the Small Business Saturday and the evening Christmas Tree Lighting event in Hackley Park on Nov. 30 through the weekend before Christmas. I will share with you the event flyer at the meeting.